



Rockville Town Center

Creating a Vibrant New Downtown



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Members of the Rockville Community:

Rockville is moving forward with the redevelopment of our Town Center. The goal is to create a vibrant downtown that will become the focal point of our community — a place we can all enjoy and in which we can all take pride.

This plan reflects the vision presented in the Town Center Master Plan that was adopted in October 2001 after considerable input from residents and the business community. Developing this plan has indeed been a long process, but it was important that a new Rockville Town Center reflects the wishes of our citizens.

In this special insert of *Rockville Reports*, we are introducing the plans for the first phase of redevelopment of Town Center. Eventually, more than 60 acres of downtown Rockville will be transformed into a mix of shops, restaurants, arts and entertainment uses, offices and attractive residential housing. We are now concentrating on the first 15 acres of the plan, of which the new Rockville Regional Library will be the focal point and the new main street of our downtown will be created. This part of the plan will include a town square, wide sidewalks and extensive parking.

We are moving forward with the first phase of Town Center redevelopment in partnership with Montgomery County, the State of Maryland, the federal government and developers Federal Realty Investment Trust and Foulger-Pratt. There is still some work to be done before construction begins late this year. It is our intent to have the new library and the first of three public parking garages completed in late 2005.

Generally, a private-public project of this type relies on funding of approximately 60 percent private and 40 percent public. We have done even better, shaping a plan that will be funded with 70 percent private investment.

Over the past two years, we have seen Regal Cinema and several restaurants open on East Montgomery Avenue — proving that our downtown will be a successful attraction. Our current focus is the 15 acres between Beall Avenue and Middle Lane (bordered by North Washington Street on the west and Route 355 on the east).

A project of this size has considerable impact. We are undertaking several innovative actions to encourage the 23 businesses in the Magruder's shopping center on North Washington Street to re-emerge as key elements of the new downtown Rockville. We are working diligently on the transition with these hometown businesses.

Throughout the evolution of the new Town Center, we pledge to seek your input and to keep you informed. Together, we will transform our Town Center into a wonderful place that will become the much-needed heart of our community.

LARRY GIAMMO

Larry Giammo, Mayor

Bob Dorsey, Councilmember

Bob Dorsey, Councilmember

John F. Hall, Jr., Councilmember

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Susan Hoffmann, Councilmember

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Anne Robbins, Councilmember

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Rockville Town Center: A Bright Vision

Rockville has a clear vision for the future of Town Center. The Town Center Master Plan, adopted in October 2001, was developed through an extensive public process that involved citizens and businesses. The plan envisions an active, model development through a mixture of retail, restaurants and entertainment, residences and offices. A pedestrian environment will be created with wide streets, attractive streetscape design and improved access to Metro and MARC rail.



The artist's rendering above demonstrates the invigoration a town square will bring to Rockville's new Town Center.

The Focus of Town Center

On Dec. 16, 2002, Rockville's Mayor and Council voted unanimously to sign a letter-of-intent with Montgomery County and Federal Realty Investment Trust that commits each to share in the redevelopment of Rockville Town Center. The agreement covers plans for 15 of the eventual 60 acres that will become Rockville's Town Center.

The major elements of the redevelopment agreement for these 15 acres include:

- The Rockville Regional Library
- A town square
- Federal Realty Investment Trust: 144,000 square feet of retail space
- Foulger-Pratt Metro Center: Buildings 2 and 3 — 400,000 square feet of office space
- 488 apartments
- 173 condominiums
- Three public parking garages/one private parking garage/on-street spaces (creating more than 1,700 total spaces)



Above is the area that is the focal point of the development. Near the top of the view (just south of Beall Avenue) will be the site of the new Rockville Regional Library. Town Square will be just south of the library entrance. Retail businesses will fill the remainder of what is now the Middle Lane Parking Lot.

"Creating a downtown Rockville that is a hub of activity by day and night is important to citizens throughout the Rockville area. This is an example of Smart Growth that will become a model for the entire state, and one that we will be proud to share with our colleagues in the General Assembly."

Del. Kumar Barve, Del. Luiz Simmons, District 17 Delegates

"Along with many other residents, I, too, eagerly anticipate our new Town Center and the renewed sense of community it will bring. The residents should be very proud of their part in helping to shape the new 21st-century character of their city. This will be the beginning of a new chapter in the colorful history of Rockville."

Doug Duncan, Montgomery County Executive